

# TODAY'S DALLAS

W O M A N

**STRAIGHT!**

PHOTOS  
PROVIDED BY  
SALON POMPEO  
IN DALLAS



Straight hair without  
the hassles of blow  
drying or ironing  
has become a

dream come true for women. Thermal reconditioning (with an average cost of \$1,000 or \$150 per inch) is a permanent hair-straightening process that restructures hair cuticles and lasts six to eight months, even after swimming or showering. Hair is first softened with a chemical solution and then straightened with a patterned flat-creasing thermal iron. A neutralizing formula is applied to close the cuticle at the completion of the six- to eight-hour process.

